



FLOWER LIBRARY "FUN DAY"

Join us at the library from 10:00 am until 2:00 p.m. on Saturday, September 11 for a library "Fun Day". Activities will include face painting, jewelry making, tours of the Flower Library, celebrity readers, fish pond and a picnic. Free for children of all ages! Rain or shine. Watch for the full-page ad in the Watertown Daily Times or call the Library for more information.

Flower Library News

September 1, 2004

Volume 9 Issue 9

What's Happening

Newsletter of the
Roswell P. Flower Memorial Library

CHILDREN'S DEPARTMENT NEWS

Terrific Twos (for children 24 to 36 months old) and Preschool Pals (for ages 3-5) will run Wednesdays, September 15- October 13. **Terrific Twos**, held at 10:00, features short picture books, felt board stories and rhymes as well as Mother Goose rhymes with puppets and props. We also keep things moving with songs and action rhymes. Receive a weekly handout of what we shared so you can extend the fun at home. Programs last approximately 20 minutes. Registration is required for the series, and is limited to 15 adult/child pairs per session. **Sign up** at the check out desk or by calling 788-2352 **starting September 1.**

In **Preschool Pals**, held at 10:30 and 2:30, experience the best recent and classic children's stories and rhymes through picture books, puppets, felt board, videos, and more. Learn lively fingerplays and action rhymes to enhance the fun. Programs last 25-30 minutes. No registration is required.

Bouncing Babies (for infants from birth to 12 months and older pre-walkers) will return on Friday mornings in October. **Wonderful Ones** (for 12-to-24 month old walkers) will return on Tuesday mornings in October. **Registration for Bouncing Babies begins on September 17. Registration for Wonderful Ones begins on September 21.**

For more information on any of

the children's programs, stop by the checkout desk or call the library at 788-2352.

ADULT BOOK DISCUSSION GROUP

The regular meeting of the Flower Book Club will resume on Monday, September 13 at 7:00 PM. We will be meeting on the second floor in the Trustees Room. The first title for discussion will be The Secret Life of Bees by Sue Monk Kidd. Newcomers are always welcome. For more information, please call the library at 788-2352.

BOOK SALE

Donations are being accepted for the annual Friends of the Library Book Sale to be held in October. Please phone ahead if you are donating more than 1 or 2 bags. Books in good to excellent condition are needed. No encyclopedias or textbooks more than 10 years old please.



Back to School

BOOKSIGNING AND DISCUSSION

View glamorous Hollywood of the 1930's and 1940's through the eyes of former actress and Thousand Islands resident Laura June Kenney in her fascinating new memoir entitled, "Fleeing the Fates of the Little Rascals."

During her childhood, the author

worked on the set of Hal Roach's "Little Rascals" and visited or auditioned at almost every major movie studio in Tinseltown. She has filled this autobiography with rare Hollywood photos from her private collection. Please join Ms. Kenney on Thursday, September 23rd at 7 p.m. in the Library's Herring-Dillenback meeting room to discuss glamorous Hollywood (and the Thousand Islands) of yesteryear. Copies of her book are available for purchase by calling the Jefferson Rehabilitation Center at 836-1260. \$5 from the sale of each copy of this title will benefit the JRC of Watertown. For more information on the program, call the library at 788-2352.

COMPUTER CLASSES

For those interested in computer classes, a sign-up list is available at the circulation desk. We will be scheduling classes when a sufficient number have signed up. Stay tuned for further developments.



NEW YORK STATE ROOM

The New York State Room Collection has been moved to a new location in the Reference Area. The move will allow for more convenient access to these heavily used resources. Ask for help at the Reference Desk.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own

articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your

newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures

or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the

president, or an editorial. You can also profile new employees or top customers or vendors.

“To catch the reader's attention, place an interesting sentence or quote from the story here.”

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that



Caption describing picture or graphic.

appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an im-

age, place it close to the article. Be sure to place the caption of the image near the image.

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Newsletter of the
Roswell P. Flower Memorial Library

229 Washington Street
Watertown, New York 13601
Phone: 315-788-2352
Fax: 315-788-2584

We're on the Web!
example.Microsoft.com

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of

those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.